

WDAF - TV - Issue Ad Public File Checklist

1.

SEIU

Name of Sponsoring Organization

2.

Accepted: / Rejected: _____ (mark one)

3.

Class of Time: Issue

4.

Flight dates and times

Issue

5.

Rate charged

6.

Description of Issue

6.

800 MASSACHUSETTS AVENUE,

Address of Sponsoring Organization

WASHINGTON, DC 20036

7.

202-730-2000

Telephone Number of Sponsoring Organization

Email Address

8.

Sponsor's Officers/Directors/Executive Committee

Heather Stone

Def. Rep. Rep. Dir.

9.

Description of substantiation provided (if any)

10.

Proper Sponsorship Identification: Yes / No _____

Name

[Signature]

Date

10/6/12



WDAF-TV

ORDER

Print Date 10/05/12 Page 1 of 2

Flight Dates 10/04/12-10/10/12

<u>Contract / Revision</u>	581420	/	<u>Issue</u>		
<u>Original Date / Revision</u>			<u>Agency Com</u> 15%		
10/05/12	10/05/12		<u>Billing Contact</u>		
<u>Advertiser</u> SEIU - Service Employees In		1010 Wisconsin Ave Suite 800 Washington, DC 20			
<u>Agency</u> Waterfront Strategies					
<u>Buying Contact</u>	Sales Office DC-M				
1010 Wisconsin Avenue Suite 800		Sales Region NAT			
		<u>Agency Ref</u>			

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Sep 00:15:00
Estimate # 1962
Alt Order # 09836824
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes SP-POL ISS POL
Product Codes PL2C
Priority 2
Advertiser Ref

Order Share 21% Market Value 88928

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	35%	31125
KCWE	%	0
KMBC	25%	22232
KMCI	%	0
KPXE	%	0
KSHB	19%	16896
KSMO	%	0

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	14	\$15,873.75	\$18,675.00	0.00	10/01/12	10/10/12	14	\$15,873.75	\$18,675.00
Totals	14	\$15,873.75	\$18,675.00	0.00					



WDAF-TV

Print Date: 10/05/12

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Contract / Revision 581420 Flight Dates 10/04/12-10/10/12

Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:15:00

Advertiser SEIU - Service Employees I Product Issue

Estimate # 1962

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 4	4	10/08/12	10/10/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	MTW----	:30	1	\$500.00	1	0.00	NM	1	\$500.00	
FOX 4 NEWS AT NOON																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		1				\$500.00		0.00				
E 5	4	10/08/12	10/10/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	MTW----	:30	3	\$150.00	2	0.00	NM	3	\$450.00	
JUDGE JOE/JUDGE JOE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		3				\$150.00		0.00				
E 6	4	10/08/12	10/10/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	MTW----	:30	1	\$375.00	2	0.00	NM	1	\$375.00	
JUDGE JUDY/JUDGE JUDY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		1				\$375.00		0.00				
E 7	4	10/08/12	10/10/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	MTW----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
FOX 4 NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		1	\$1,000.00			0.00						
E 8	4	10/08/12	10/10/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	MTW----	:30	1	\$3,500.00	1	0.00	NM	1	\$3,500.00	
wheel of fortune																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		1	\$3,500.00			0.00						
E 9	4	10/08/12	10/08/12	Monday Prime A	CM-All	7p-8p	M-----	:30	1	\$3,300.00	1	0.00	NM	1	\$3,300.00	
FOX Prime Monday 7-8p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	M-----		1	\$3,300.00			0.00						
E 10	4	10/10/12	10/10/12	X Factor Wednesday	CM-All	7-9p	--W----	:30	1	\$3,800.00	1	0.00	NM	1	\$3,800.00	
FOX X Factor																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	--W----		1	\$3,800.00			0.00						
E 11	4	10/08/12	10/10/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	MTW----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
FOX 4 NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		1	\$1,800.00			0.00						
E 12	4	10/08/12	10/10/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	MTW----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
FOX 4 NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		1	\$1,800.00			0.00						

Totals 14 \$18,675.00